Voices (Moods) of Typefaces

Each Typeface (font) can't be used in each situation...Find the Mood

e.g Fun, Reading, Business, Fashion, Elegant

Voice of Typeface

Ahsan Idrisi
UI/UX Interaction Designer

Examples: Fun Theme

Summer Splash Fun for your Kids

Eat Healthy, have fun with Olive Oil

Back to School, Kids Already!

Voice of Typeface

Ahsan Idrisi
UI/UX Interaction Designer

Examples: Love Theme

And then they were in LOVE forever after

Love is the sweetest sensation in my heart

John & Jenna are getting married

Everything can be achieved with love

Voice of Typeface

Ahsan Idrisi
UI/UX Interaction Designer

Examples: Health Theme

Candies, Sweets and few buns oh! thats Sugar

Cupckaes are the sweetest sensation for kids

Fruits & Vegetables are healthier than junk food

All Natural, Organic, GMO free candies for Healthy Kids

Pure, Organic, GMO free **Health Tonic** 500ml

Voice of Typeface

Ahsan Idrisi
UI/UX Interaction Designer

Examples: Technology Theme

Drone Rover V 2.5 Great for Teenagers

Modern tech is dangerous for kids, says me

We are most innovative Design Studio in NY

Voice of Typeface

Ahsan Idrisi
UI/UX Interaction Designer

Examples: Business Theme

The most unloved stock market since 2005

Bridging the mobile gender gap in India

Woocommerce is most popular Wordpress plugin

Voice of Typeface

Ahsan Idrisi
UI/UX Interaction Designer

Examples: Fashion Theme

SUPER MODELS ARE VERY THIN JUST LIKE BROOM STICKS

Vivaldi 2.0, the latest in Classical wrist watches on SALE

Fashion design is not just about clothes
its about you

Voice of Typeface

Ahsan Idrisi
UI/UX Interaction Designer

Examples: Fashion Theme

Super models are very thin just like broom sticks

Vivaldi 2.0, the latest in Classical wrist watches on SALE

Fashion designers these days are idiots

Voice of Typeface

Ahsan Idrisi
UI/UX Interaction Designer

Examples: Sports Theme

Can you run like a Cheetah?

69 PUSHUPS TO GET YOUR BELLY SLIM TODAY

If an **Elephant** can get slim, you can too

Fantasy Football is here

Voice of Typeface

Ahsan Idrisi
UI/UX Interaction Designer

Effect of Color on Typeface

Can you run like a Cheetah?

69 PUSHUPS TO GET YOUR BELLY SLIM TODAY

If an **Elephant** can get slim, you can too

Fantasy Football is here

Voice of Typeface

Ahsan Idrisi
UI/UX Interaction Designer

One Color for Heading, One for Body

Heading

*Can you run like a **Cheetah?***

Highlight

Paragraphs

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Exceptour sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architectis beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem

Voice of Typeface

Ahsan Idrisi
UI/UX Interaction Designer